

DAFTAR PUSTAKA

- Aaker, David. 2025. *Aaker On Branding*. New York, Amerika Serikat: Morgan James Publishing.
- Achmad, Rizal. 2021. *Pemasaran Di Era Masyarakat Industri 4.0*. Deepublish.
- Adam, Muhammad, T. Meldi Kesuma, Ridha Siregar, Nabilah, And Mizan Saddaq. 2023. *Retensi Konsumen Umkm Dengan Memanfaatkan Social Media Marketing*. Syiah Kuala University Press.
- Agrita, Tri Wera, Yosefri Vivi, And Wizeadly. Mustin. 2025. *Digital Marketing : Influencer Marketing Dna Live Shopping*. Cv. Eureka Media Aksara.
- Amstrong, Gary. 2023. *Marketing*. London, England, United Kingdom: Pearson Education.
- Andrian, Christophorus Indra, Wahyu Putra, M Fadhli Nursal, Risman Iye, And Eka Deviany Widyawaty. 2022. *Perilaku Konsumen*. Rena Cipta Mandiri.
- Andrian, Sudarsono. 2022. *Pemasaran Jasa*. Yayasan Kita Menulis.
- Angriansyah, Radi, And Ridho Riadi Akbar. 2025. “Economics And Digital Business Review Pengaruh Brand Awareness , Brand Trust Dan Brand Image Terhadap Keputusan Pembelian Pada Konsumen Kopi Kulo Di Transmart Buah Batu Bandung.” *Economics And Digital Business Review* 7(1): 203–12.
- Anwar, Rima Rahmani, And Rosita Anggraini T. 2021. “Pengaruh Advertising Dan Special Event Terhadap Peningkatan Brand Awareness.” *Jurnal Ilmu Sosial Dan Humaniora* 4(2): 796–808.
- Arthana, Gilang Hans. 2024. “Pengaruh Product Placement , Sponsor Event Fit , Dan Brand Exposure Terhadap Brand Awareness.” *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen* 03(4): 995–1004. Doi: <https://doi.org/10.21776/Jmpmk.2024.03.4.14>.
- Bambang. 2021. “Brand Marketing.” In Widina Bhakti Persada Bandung.
- Bela, Barus. 2023. *Marketing Service Pemasaran Jasa*. Pt. Literasi Nusantara Abadi Grup.
- Bharmawan, Agus., Hanif, Naufal. 2022. *Manajemen Pemasaran Jasa*. Scopindo Media Pustaka.
- Candra, Yoga. 2023. *Event Marketing, E-Wom, Citra Merek Terhadap Niat Beli*.

Cv. Intelektual Manifes Media.

Cathrine, V. Jansson-Boyd, And Bright Peter. 2024. *Consumer Neuroscience Theory And Application*. United Kingdom: Elsevier Inc.

Cybellium. 2024. *Study Guide To Consumer Behavior*. Cybellium Ltd.

Dayat. 2025. *Membangun Dan Mengembangkan Konten Digital*. Podcast Kreator.

Debi, Putri. 2021. *Brand Marketing*. Widina Bhakti Persada Bandung.

Dewi, Ni Putu Sinta Mutia, Ni Made Wulandari Kusumadewi, And Komang Agus Pramudana. 2026. "Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Yang Dimediasi Oleh Kesadaran Merek (Studi Pada Konsumen Tahoma Cafe & Eatery) Kolaborasi Dengan Food Blogger . Persaingan Ketat Dengan Kafe Serupa Seperti Zeen Kopi Agar Tetap Kompetitif . Ha." *Journal Of Economics And Business Ubs* 15(1): 47–59.

Dewi, Rofikoh, And Rezki Aulia Pramudita. 2025. *Manajemen Loyalitas Dan Komunikasi Pemasaran Terpadu : Pendekatan Intervesi Kognitif Di Era Digital*. Cv. Intelektual Manifes Media.

Dian, Ratna, Herning, And Heni. 2025. *Flexible Time Dan Perilaku Konsumen*. Cv. Eureka Media Aksara.

Edwin, Zusroni. 2021. *Perilaku Konsumen Di Era Modern*. Yayasan Prima Agus Teknik.

Evita Novilia, And Budi Eko Soetjipto. 2025. "The Effect Of Brand Awareness, Marketing Mix Strategy, And Customer Satisfaction On Purchasing Decisions At Coffee Shop Consumers In Blitar City." *International Journal Of Integrative Sciences* 4(5): 873–90. Doi:10.55927/Ijis.V4i5.237.

Fajri, Ilham, Mochamad Wilky Rizkylanfi, And Rizma Ismaya. 2021. "The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto." *The Journal Gastronomy Tourism* 8(2): 97–110.

Fatmah, Endro, And Dana. 2024. *Umkm Dan Kewirausahaan*. Pt. Sonpedia Publishing Indonesia.

Faustyana. 2024. *Marketing Event Public Relations*. Umsupress.

Feky, Reken, Endarwati, Herman Hendri, And Sulfitri. 2024. *Pengantar Ilmu Manajemen Pemasaran*. Ed. Cv Gita Lentera.

Femmy, Sofie. 2025. *Manajemen Pemasaran Jasa*. Cv. Gita Lentera.

- Fitria, Karnudu, Aryan, And Amirudin. 2025. *Dasar-Dasar Pemasaran Menembus Pasar Di Era Distrupsi*. Cv. Eureka Media Aksara.
- Giovani, Reynaldi Rizal, And Purwanto Sugeng. 2022. "Pengaruh Social Media Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Pada Cafe Pitstop Gresik." *Revitalisasi: Jurnal Ilmu Manajemen* 11(1): 10–17.
- Gloria, Angelita. 2025. *Komunikasi Era Turbulensi*. Damera Press.
- Grewal, Dhruv. 2021. *Marketing*. New York, Amerika Serikat: Matthew Coxhill.
- Griffin, Ricky W. 2022. *Fundamentals Of Management, Tenth Edition*. Boston, Amerika Serikat: Cengage.
- Hamid, Rahmad Solling, Made Putri Ariasih, And Ni Nyoman Suarniki. 2023. *Manajemen Pemasaran Modern : Strategi Dan Taktik Untuk Kesuksesan Bisnis*. Pt. Sonpedia Publishing Indonesia.
- Hana, Afifah. 2023. *Pemasaran Jasa*. Tiga Cakrawala.
- Heni, Trisnowati. 2021. *Perencanaan Program Promosi*. Andi Offset.
- Hery. 2024. *Membangun Kepuasan Pelanggan*. Cv. Intelektual Manifes Media.
- Irra, Dewi, Soediro Moses, Agung Kristian, And Leoparjo Fabiolah. 2026. *Coffe Shop Reivented Strategi, Transformasi Pasar, Dan Inovasi Bisnis Berkelanjutan*. Penerbit Lakeisha.
- Juanim. 2020. *Analisis Jahur Dalam Riset Pemasaran Pengolahan Data Spss & Lisrel*. Pt.Refika Aditama.
- Koesworodjati, Yudhi. 2023. *Prinsip Dasar Manajemen Pemasaran*. Koperasi Jasa Informasi Karya Bersama.
- Kotler, Philip. 2024. *Principles Of Marketing*. Nineteenth. Harlow, Inggris: Pearson Education.
- Kotler, Philip, Kevin Lane Keller, And Alexander Chernev. 2022. *Marketing Management*. Harlow, England: Person Education.
- Kumar, Saroj, And Namrata Dubey. 2024. *Marketing Management*. Lucknow, India: Thakur Publication Private Limited.
- Kusuma, Aditya. 2021. *Brand Management : Esensi, Posisi & Strategi*. Yayasan Kita Menulis.
- M. Ikhwan Syarif, Suhairi, And Siti Aisyah. 2025. "Pengaruh Social Media Marketing, Event Marketing Terhadap Keputusan Pembelian Dengan

- Customer Engagement.” *Jurnal Ekonomi* 30(1): 48–70. Doi:10.24912/Je.V30i1.2935.
- Maia, Seturi. 2023. “View Of About The Importance And Benefits Of Event Marketing.Pdf.” *Green, Blue & Digital Economy Journal* 4: 1–6. Doi:Https://Doi.Org/10.30525/2661-5169/2023-4-1.
- Manik, Cindy Megasari, And Onan Marakali Siregar. 2022. “Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Pada Konsumen Starbucks Di Kota Medan.” *Journal Of Social Research* 1(7): 694–707.
- Maya, Fasindah. 2024. *Manajemen Pemasaran*. Anak Hebat Indonesia.
- Meta, Bara Berutu, And Fauzan Fadlullah. 2025. *Consumer Behavior : Bagaimana Menelisik Calon Konsumen*. Cv. Eureka Media Aksara.
- Mujito. 2024. *Riset Pemasaran : Memahami Pasar Dan Konsumen Dengan Data*. Wawasan Ilmu.
- Murtiningsih, Dewi, And Marlapa Eri. 2025. *Buku Ajar Perilaku Konsumen*. Deepublish.
- Nilesh, Rameshchandra, And Herman J. Katole. 2023. *Basic Of Marketing*. Thakur Publication Private Limited.
- Octory, Gadis. 2025. *Manajemen Event Modern*. Pt Rekacipta Proxy Media.
- Pane, Dewi, Dayu, And Nurul. 2024. *Determinasi Minat Beli Konsumen*. Serasi Media Teknologi.
- Paul, M. Pedersen. 2024. *Encyclopedia Of Sport Management*. Edward Elgar Publising Limited.
- Prasetyo, Nugroho. 2026. *Untold Stories Strategi Public Relations Di Industri Kreatif*. Pt Gramedia Pustaka Utama.
- Prayudi, Dicki, Rusli Nugraha, Universitas Bina, Sarana Informatika, And Article Info. 2022. “The Influence Of Advertising , Direct Marketing And Event Experience On Brand Awareness And Their Impact.” *Jurnal Riset Bisnis Dan Manajemen* 15(1): 50–55. Doi:Https://Doi.Org/10.23969/Jrbm.V15i01.4668.
- Raule, Jean.; Muslim, Bukhari.; Udin, Ahmad.; Syafaruddin, La Ode. 2024. *Pengantar Manajemen*. Pt. Literasi Nusantara Abadi Grup.
- Renwarin, Martinus. 2026. *Kewirausahaan Kontesktual Membangun Ekonomi Berbasis Potensi Lokal*. Penerbit Binar Media Pratama.
- Richard L., Daft. 2022. *Management Fourteenth Edition*. Boston, Amerika Serikat:

Cengage Learning, Inc.

Richard L., Daft, And Armstrong Ann. 2021. *Organization Theory And Design, 4th Edition*. Boston, Amerika Serikat: Cengage Learning, Inc.

Rita, Rita, And Shania Febrine Nabilla. 2022. “Pengaruh Social Media Advertising Dan Event Marketing Terhadap Brand Awareness Dan Dampaknya Pada Purchase Intention.” *Jesya (Jurnal Ekonomi & Ekonomi Syariah)* 5(1): 426–37.

Robbins, Stephen P., Lori K.. Long, And Mary K.. Coulter. 2025. *Management*. Harlow, England.

Robbins, Stephen P, And Marry Coulter. 2021. *Management*. Harlow, England: Pearson Education.

Roy, Goni. 2020. *Playing To Win*. Gramedia Pustaka Utama.

Schiffman, Leon, And Joe Wisenblit. 2021. *Consumer Behavior*. Harlow, England: Pearson Education.

Setiasih, Tukidi, And Adhani Ida. 2023. *Kmunikasi Bisnis Umkm Di Era Digital*. Pt. Cipta Digital Edukasi.

Setiawan, Budi, Putri Dwi Cahyani, Lusya Tria, And Hatmanti Hutami. 2024. “The Influence Of Social Media Marketing On Brand Awareness , Brand Image , Customer Engagement , And Purchase Decision.” 08(02): 124–35.

Setiawan, Heru. 2022. *Pengantar Manajemen Panduan Untuk Lebih Memahami Dan Mengerti Konsep Manajemen*. Pt.Refika Aditama.

Sharma. 2023. *Marketing Management*. India: Sbpd Publications.

Solomon, Michael R. 2024. *Consumer Behavior*. Harlow, England.

Solomon, Michael R, Greg W Marshall, Elnora W Stuart, And It Tii. 2023. *Real People , Real Choices*. Hoboken, New Jersey, Amerika Serikat.

Sorrentino, Annarita, Omar Alghamdi, Pooja Shukla, And Abdullah Alghamdi. 2024. *Brand Awareness*. London, England, United Kingdom: Intech Open.

Sudarsono, Heri. 2022. *Manajemen Pemasaran*. Cv. Pustaka Abadi.

Sugiyono. 2023. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Alfabeta.

Tolosa, Teshale Terefe. 2025. “The Effect Of Event Marketing On Customer Purchase Decision: A Case Of Bgi Beer Factory In Hawassa, Ethiopia.” *International Journal Of Marketing & Business Communication* 14(02): 1.

Doi:Doi. 10.21863/Ijmbc/2025.14.2.001.

Utami, Firsty, And Rizha. 2026. *Transformasi Ekonomi Digital*. Penerbit Yayasan Kajian Perencanaan Dan Pembangunan.

Wang, B, Scheinbaum A Close, And A. S Krushen. 2023. “How Affective Evaluation And Tourist Type Impact Event Marketing Outcomes : Field Studies In Experiential Marketing.” *Journal Of Advertising*: 133–44.

Wardah. 2026. *Public Relations Berdampak : Kerangka Strategis Riset, Eksekusi Dan Evaluasi*. Cv. Eureka Media Aksara.

Wardhana, Aditya. 2024a. *Brand Management In The Digital Era – Edisi Indonesia*. Eureka Media Aksara.

Wardhana, Aditya. 2024b. *Perilaku Konsumen Di Era Digital*. Eureka Media Aksara.

Wayne, D. Hoyer, J. MacInnis Deborah, And Pieters Rik. 2024. *Consumer Behavior*. United States Of America: Cengage Learning, Inc.

Wayne, D. Hoyer, J. MacInnis Deborah, Pieters Rik, Chan Eugene, And Northey Gavin. 2021. *Consumer Behavior*. Australia: Cengage Learning Australia Pty.

Wheny, K, Abdul Gofur, Sumantri, And Maulana Pratama. 2025. *Pemasaran Digital Strategi Dan Implementasi Di Era Bisnis Modern*. Cv. Eureka Media Aksara.

Wulandari, Ririn, And Ismi Khoiriah Rizka. 2024. *Manajemen Produk Dan Merek Untuk Perencanaan Strategi Pemasaran*. Nas Media Pustaka.

Yahawi, Seleman. 2021. *Digital Marketing : Konsep Dan Strategi*. Insania.

Zunan, Setiawan. 2023. *Manajemen Pemasaran Jasa : Teori, Konsep Dan Strategi Pemasaran Jasa Era Industri 4.0 Dan Society5.0*. Pt. Sonpedia Publishing Indonesia.